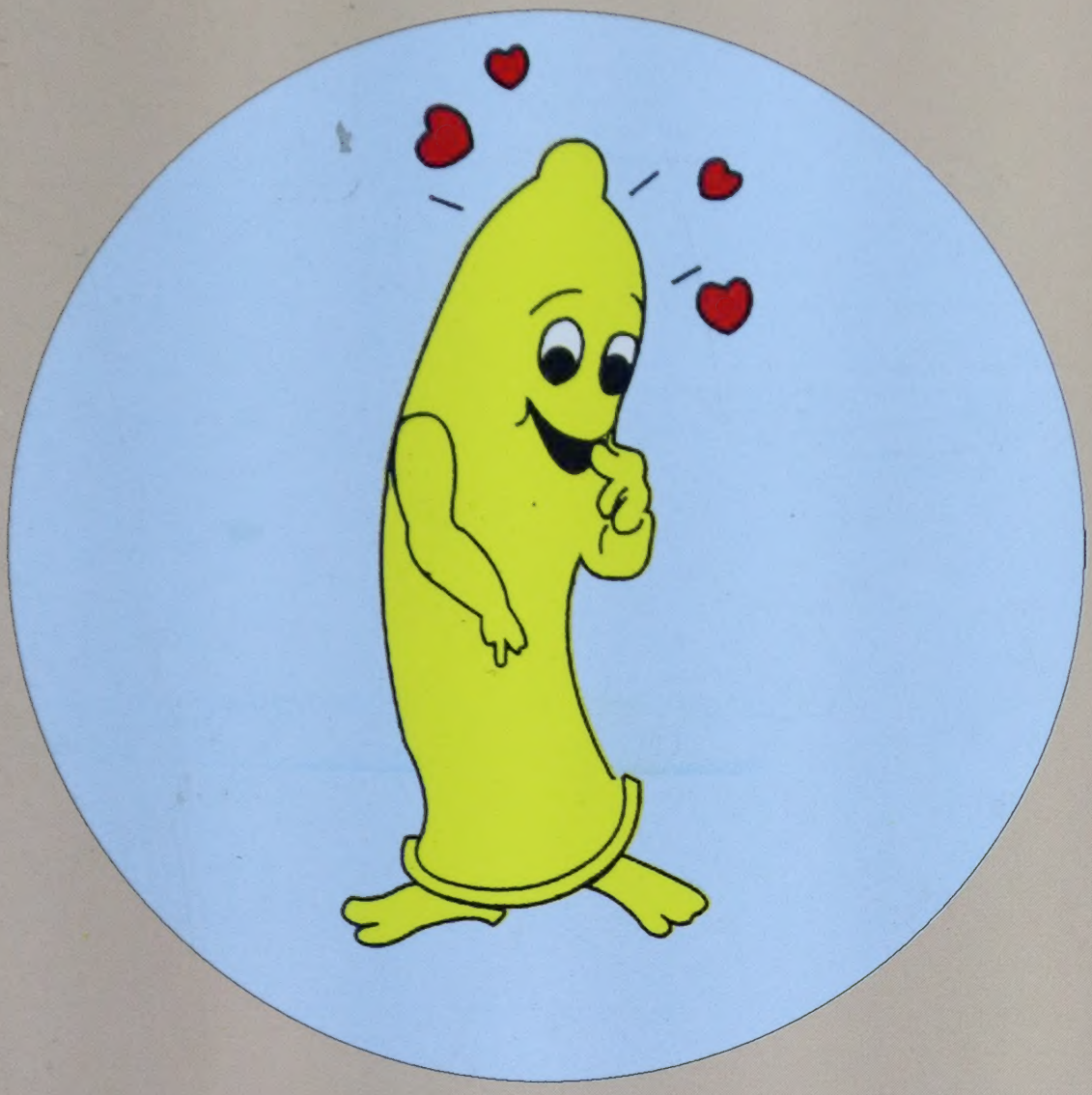
OUR ROLE IN OUR SOCIETY

SPECIAL READING MATERIAL FOR RETAILERS



BY VHS-APAC AND NIS-SPARTA, CHENNAI.

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FOREWORD

The spread of the HIV has posed a grave challenge to the social and economic development of the country. The Voluntary Health Service - AIDS Prevention and Control Project (APAC) has initiated innovative and multi-pronged strategies to prevent the spread of HIV/AIDS. One of the strategies is to train the retailer on condom promotion.

This training programme aims to train different types of retailers (medical, general, grocers and petty-shop keepers dealing in cigarettes) on condom promotion. The retail outlets are spread over the nook and corner of the state and almost every individual is likely to shop in any one of these outlets for his day to day purchase. The uniqueness of this training programme is that, it not only provides the retailer information on HIV/AIDS but also highlights the role of the retailer and an understanding of the customer.

The training programme for retailers on condom promotion is the first of its kind globally and has ben prepared with professional help. I am sure this retailer training programme will be well-received by the retailers and look forward for their active association with us in preventing the spread of the dreaded virus.

Dr. Bimal Charles
Project Director
APAC Project

Vanakkam

This special reading material is presented to you by AIDS Prevention and Control Project (APAC), VHS, Chennai, sponsored by the United States Agency for International Development (USAID) and prepared by NIS-Sparta, with a mission to provide you with knowledge on HIV / AIDS and motivate the retailers to take an active role in the fight against AIDS.

THE OBJECTIVES OF THIS READING MATERIAL ARE

- ★ To learn about the impact of AIDS and its effect
- ★ To learn the methods/ways of AIDS prevention
- ★ To understand the retailers' role in AIDS Prevention

Who are all Involved in AIDS Prevention

- Government
- Multinational Organisations
- Social Service Organisations
- Universities
- Commercial Organisations
- Doctors
- We, the Retailers

There are many individuals / organisations involved in AIDS prevention activities. However, retailers have a very important role to play, as they are in direct contact with all sections of population / people, on a day to day basis

WHAT IS H.I.V.?

- AIDS is caused by a virus called HIV.
- The Human Immuno Virus (H I V) directly attacks the White Blood Corpuscles in the blood that gives the strength to fight diseases. Because of this, the body loses its immunity and gets attacked by many diseases.

WHAT IS AIDS?

- The final stage of the human body losing its total immunity is AIDS.

Important Statistics

- ★ Globally, people in the age group of 15-45 years are affected in large numbers.
- ★ India is being quoted as the world's capital for AIDS because of the large number of HIV persons living in a single country.
- ★ It is estimated that about 35-40 lakh people have been infected by HIV in India.
- ★ In Tamil Nadu, 8 - 10 lakh people are estimated to have been affected by HIV.
- ★ Throughout the world, 16000 new infections are added everyday.

EFFECTS OF HIV/AIDS

- The average life span of a person gets reduced.
- Economy of the Home / Country gets adversely affected.
- Youth and the working force on whom the nation's economy depend can be severely affected and become scarce.
- Young children could loose both their parents and become orphans.

- Aged people would suffer without support and the burden of taking care of the young children would fall on them.

TILL DATE THERE IS NO MEDICINE FOR CURING AIDS

HOW DOES H.I.V. SPREAD?

☆ Through unprotected sex (80% spread is through this way).

☆ From the H.I.V. affected mother to the baby in her womb.

☆ By blood transfusion from H.I.V. affected person.

☆ Through sharing of unsterilised needles.

HIV DOES NOT SPREAD

- By wearing the clothes of an HIV/AIDS affected person

- By hugging, kissing or shaking hands with an affected person

- By eating together with an affected person

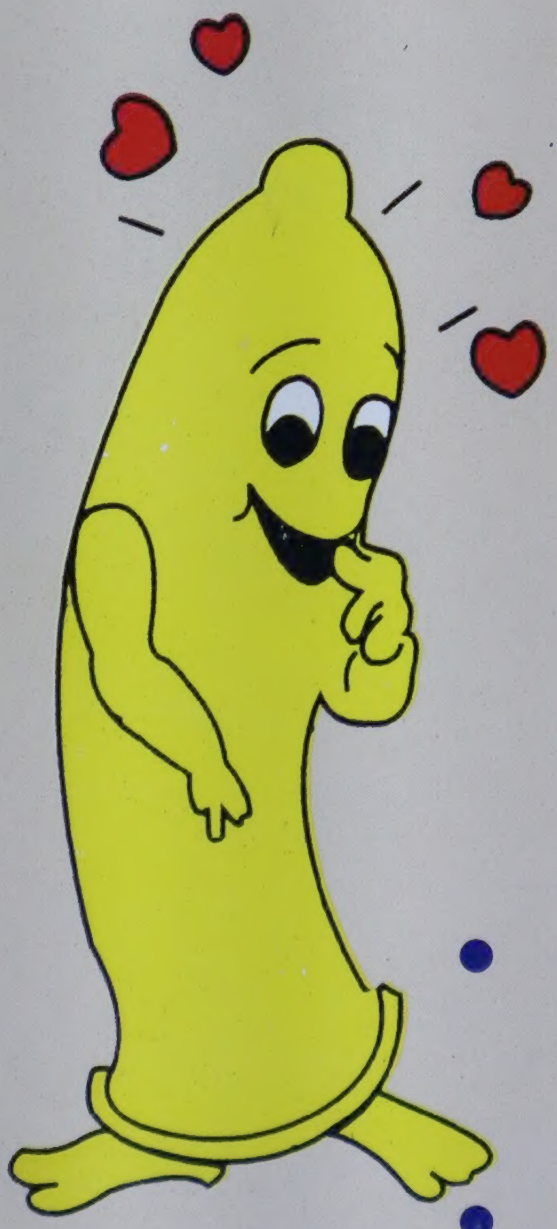
- Through cough / sneeze of an affected person

- By using public toilets

- Through mosquito bites.

HOW CAN WE PREVENT THE SEXUAL TRANSMISSION OF HIV/ AIDS?

- Total abstinance from sex
- Being faithful to one partner
- By practising safe sex



CONDOM IS ESSENTIAL FOR SAFE SEX

DUAL PROTECTION OFFERED BY CONDOM

- Condom prevents many sexually transmitted diseases including HIV / AIDS
- Condom prevents unwanted pregnancy.

WHY SOME PEOPLE DO NOT USE CONDOMS?

☒ Condoms prevent natural pleasure

- ✓ This is a psychological fear. Condoms are made of very thin latex to allow natural sensation.
- ✓ Many features (like Dots, Ribbs, Perfumes etc) are available in condoms to increase the sexual pleasure.
- ✓ Studies also indicate that condom usage, prolongs the duration of intercourse.
- ✓ Use of condoms reduces the mental tension about risk of pregnancy & contracting diseases like STD/HIV.
- ✓ Regular use of condoms can makes the person confident and the psychological barrier can be overcome.

WHY SOME PEOPLE DON'T BUY CONDOMS?

✗ **Fear that the retailer / others may think bad of him if condoms are bought.**

✓ This is a wrong thought. Condoms is JUST like any other product meant for buying and selling. There is no need for any embarrassment.

✓ Many retailers prominently display condoms at their outlets so that customers can purchase it with ease.

✓ Condoms are available in different types of shops. (Like Medical, Cigarette / Beedi Shops, Groceries etc.)

Why some retailers don't sell condoms?

✗ Selling condoms is not a priority

- It is an important product that is bought by all types of people.
- Many of your customers are now buying condoms elsewhere. Along with condoms, the customers buy some other products too.
- Who should decide whether it is required or not ... Customers or Retailer?
- Selling condoms is a social responsibility
- When paan and cigarettes are sold in shops, why hesitate to sell condoms?
- Retailers gets more than 20% margin / profit by selling condoms.

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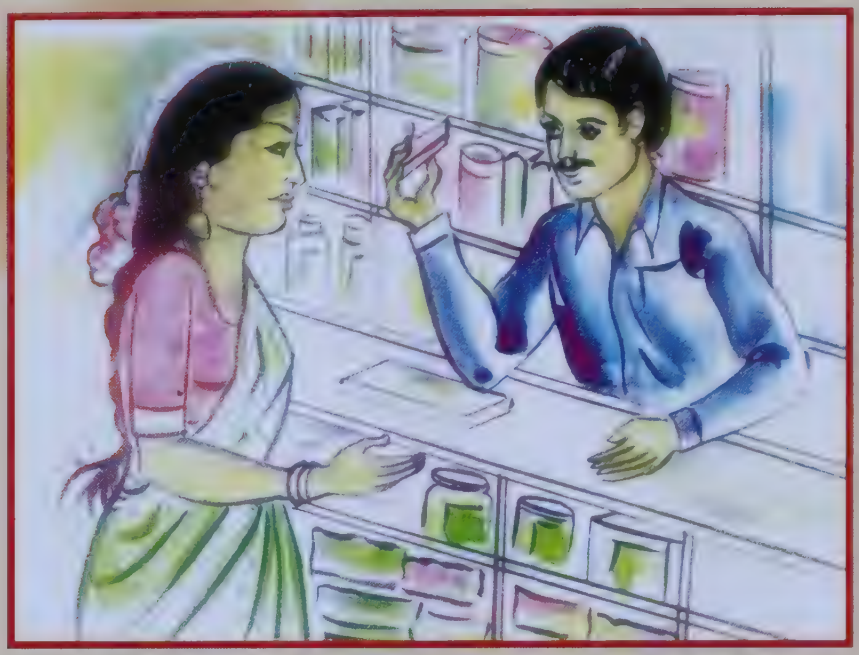
WHY SOME RETAILERS DON'T SELL CONDOMS?



✗ Women are employed in the shop. Many lady customers and children come to the shop.

- ✓ This is an unwaranted fear. Women are employed in outlets where condoms are sold.
- ✓ Women and children also visit and purchase products from outlets where condoms are sold.
- ✓ Nearly 10% of customers who buy condoms, are women!
- ✓ When it is one among the hundreds of products stocked in a shop, why should anyone mistake its presence only?

Why some retailers don't sell condoms?

✗ Nobody asks for Condoms

- ✓ Purchase of condom by the customer is a planned action.
- ✓ If condoms are stocked visibly, people will ask for it.
- ✓ In condom sales, it is important to understand customers' buying signals
- ✓ Do you know? Condom sales have gone up by 200% in the last few years.

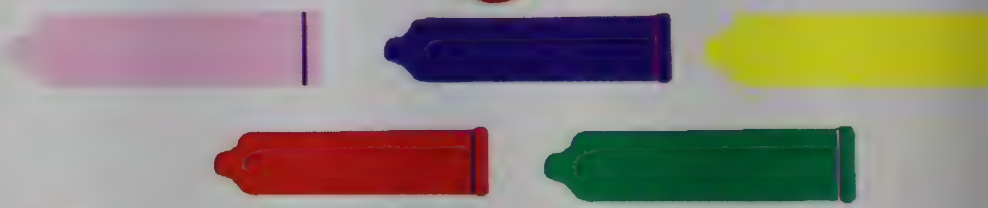
FEATURES

Condoms are available in different colours, fragrances and pack size

FRAGRANCES:

Mint, Lemon,
Strawberry and Banana.

COLOURS:



PACK SIZES:

QUALITY

Indian condoms are of international quality. All condoms go through tough quality control by manufacturers. Various tests conducted on condoms are:

- Electronic testing for pin-hole detection
- Air inflation test
- Water leakage test and
- Tensile strength test.

Every single piece of condom produced is tested for pinholes before it reaches the user.

Manufacturers of Condoms and their brand names

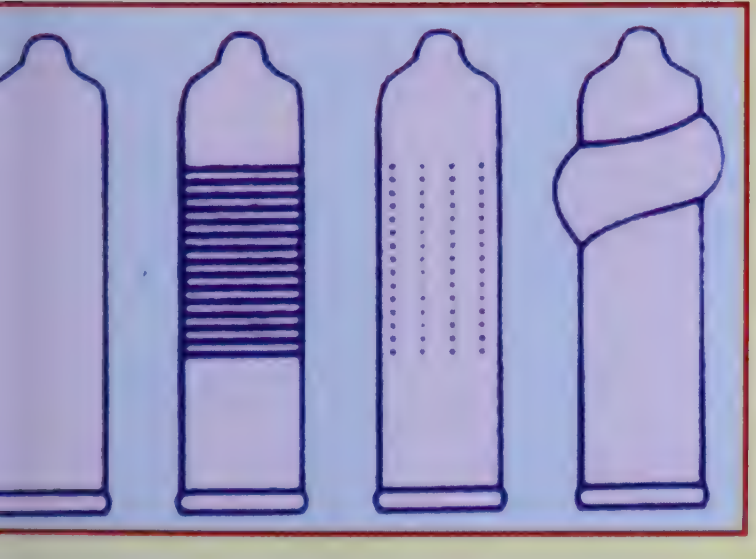
J K Ansel Limited :: Kama Sutra Sajan, Midnight Cowboy

Hindustan Latex Limited: Moods, Moods Supreme, Ustad

T.T.K. LIG Limited Durex, Fiesta, Kohinoor

Government Brand : Nirodh

Types of Condoms



- RIBBED CONDOM
- DOTTED CONDOM
- ULTRA THIN

Points to note while purchasing condoms

- Check if the seal is intact
- Ensure that the expiry date is not over or nearing expiry.
- Avoid purchasing packs that looks damaged or discoloured.

Tips on condom storage

- Store in a cool, dry place, away from direct sunlight. Otherwise, the lubrication may dry off.
- Keep away from moisture, as fungus can attack the pack
- Don't stock heavy articles over the condom packs.

What types of customers buy condoms?

variety of customers buy from various outlets. For the purchase of ndoms, the following classification will be relevant:

- Educated
- Adolescent
- Indulgent
- Shy
- Woman

ow do they behave and how they should be handled?

EDUCATED BUYER

Does not hesitate
Asks for a brand
Knows about product features and brand names
Would like to complete the transaction smoothly and fast

ole of the retailer:

Keep stock of generally preferred brands
Tell about latest products/brands
Advise to read instructions

INDULGENT BUYER

Does not bother much about brands
Likes to be informed discreetly about products and brands
Open to advises only if the issue is serious

Role of retailer:

- Be friendly
- Do not take a moralistic stance
- Could talk about STD/AIDS
- Clarify myths associated with condom usage
- Inform about different features
- Advise to read instructions

ADOLESCENTS

- Hesitant
- Curious and adventurous
- Would like to make a quick purchase

Role of retailer:

- Do not drive them away, for they may end up with a risky behaviour
- Be friendly
- Inform them on dual protection role of condoms
- Advise to read instructions

SHY CUSTOMER

- Would be hesitant when others are around/ not around
- Would like prominent display of products
- If confident, will ask for brands and details in a husky tone

Role of retailer:

- Make them comfortable by welcoming them warmly and being friendly
- Tell them about the different varieties available and help them make a purchase
- Highlight that a condom is a commonly used product and there no need for embarrassment
- Can suggest codes to make the purchase easy and fast (sign language / writing on a paper etc
- Advise them to read the instructions

WOMAN BUYER

Would prefer silent purchase of condoms

Require POP's and product visibility to make the purchase

Prefers woman seller

Role of retailer:

POP should be in place

Product should be kept at a visible location

Can suggest codes to make the purchase easy and fast (sign language / writing in a paper)

Camouflage if required

Advise to read instructions

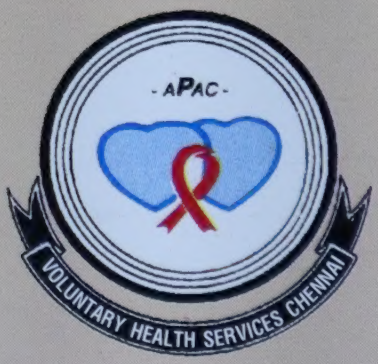
"PROMOTE CONDOMS, HELP US TO SAVE OUR SOCIETY"

- Display condoms and promotional material on condoms prominently at outlets to help your customers.

- Don't think bad about the customer buying condoms. They buy it to protec themselves and the society.

Thank You.

Let us build a happy and healthy family!



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